the business of breakthroughs

parc
A Xerox Company
global competition is intensifying. your customers have more options than ever before. the entire technology landscape is evolving at a staggering pace.

to lead in your industry, you have to bring differentiated products and services to market quickly. it’s a tall order, especially if you need to access new technology or expertise to realize breakthroughs.

parc helps our clients accelerate time to market and open up new opportunities — while significantly reducing risk.

we help clients overcome the barriers between ideation and implementation because we can prototype and create ip with manufacturing or scaling in mind.

whether entering new markets, expanding core offerings, or exploring new growth directions, companies of all kinds can achieve their visions with parc to create new revenue streams.

“that resurgent hotbed is parc...part of the magic lies in the current business model...but much of the magic arises from the parc culture which, like the original, nurtures practical creativity...”

harvard business review blog
reinventing innovation at parc, 2011
Located in the heart of Silicon Valley, California, PARC was incorporated as an independent subsidiary of Xerox in 2002. PARC today practices an open innovation business model with clients such as Fortune 500 and Global 1000 companies, startups, and government agencies and partners.

We provide custom R&D services, technology, know-how, innovation best practices, and intellectual property. But we’re not just “research for hire.” We advance our own research investments that enable breakthroughs for our clients’ businesses.

We use U.S. government funding to push the edges and explore earlier-stage technologies. And our commercial clients provide market focus.

Clients benefit from PARC’s model because they’re leveraging our collective experience to reduce their risk.

PARC has changed the way we work and live for over 40 years, turning great ideas into numerous technology platforms and industries. We’ve forever altered the way people interact with computers by inventing the GUI and WYSIWYG interfaces. We’ve connected people through Ethernet and networking. We’ve enabled recommender systems through collaborative filtering. We made possible biomedical digital imaging and scanning technologies, improving countless lives.

PARC researchers continue to represent the leading minds in the industry. Working with our business development experts, they apply deep expertise in physical, computer, and social sciences to help our clients realize their goals.

Our clients reap the benefits of cross-fertilization across industries, technologies, cultures, and disciplines.
finite paths  infinite possibilities

Clients come to us with diverse challenges and ambitions. We listen carefully to understand your unique requirements given the trajectory of your company’s strategy.

For each engagement, we form a custom, multidisciplinary team that provides exactly what’s needed to reach your goals. It could be creating a solution for you, co-developing together, or providing specific resources to achieve your vision.

Regardless of what your engagement looks like, you’ll carry the benefits of working with PARC far into your company’s future.

ways PARC can work with you

creating
You know the general direction you’d like to go, or general vision you’d like to explore. Or maybe you have a hunch about a technology shift looming over the horizon. We create this offering for you by helping move from concept to reality. This may involve identifying your customers’ unmet needs to help discover the best opportunity for you.

Dyscovery
together to understand business and technical needs

"By partnering with an outside institution like PARC, it forced us to consider ideas that might have been dismissed had they been born internally."

Hitoshi Matsumoto
President
Fujitsu Laboratories of America

co-developing
You have a specific direction or vision you’d like to realize. Or you have a nascent technology you want to take further, and need to draw on some of the technology and expertise we’ve already invested in to get there. We work with your internal R&D team to further develop and customize the technology platforms and prototypes for your market or application needs.

Definition of a statement of work including deliverables, terms, and formal agreement

"PARC has a practical recipe for working in commercial arrangements. I was surprised at how easy it was to put an agreement together regarding IP – being able to clearly define ahead of time what/whose IP and what is shared – and then the openness to go in and solve problems together in that spirit."

Brad Wurtz
President and CEO
Power Assure

enabling
You’re missing a key piece of the puzzle and lack the resources to do it in house. Or you’re looking to build your internal capabilities beyond just patents. PARC provides access to the specialized expertise, services, IP and know-how to meet your goals. For startups, this often also includes access to our capital-intensive infrastructure and a network that would not otherwise be available.

Delivery of technology and knowledge, with regular milestones to continually reduce risk

"PARC did an outstanding job in delivering the first prototype... We were truly impressed by PARC’s deep expertise and how they approached, and accomplished, this challenging task."

Dr. Stephan Klotz
Director of Printed Electronics
BASF Future Business

process of working with PARC

Intellectual Property
PARC has extensive expertise and processes in place for optimizing intellectual property (IP) portfolio creation and protection. Unlike universities or design firms, PARC specializes in “reducing to practice” this IP for industry scale and application.

Our goal is to provide our clients with the secure, firm foundation they need to create and protect business value in their field of use. We do this in the context of our clients’ business needs and both parties’ IP portfolios. We also combine rights generated during client engagements with access to our extensive background IP, including licenses and know-how transfer.
Companies choose to work with PARC because we’re creative. Because we’re business savvy. Because of our cutting-edge technology. But, most of all, because of our track record delivering results.

PARC’s approach to innovation places as much importance on people as it does on technology. Breakthroughs may be born in the lab or boardroom, but they live or die in the marketplace – where people determine their value through actual use.

PARC introduced ethnography, the naturalistic study of human behavior in context, into technology innovation. Today, our social scientists uncover human-centered insights to better address the customers who will determine your success in the marketplace.

Our results speak for themselves. We’ve contributed to more than 30 successful startup ventures, and many have been acquired by powerhouse such as Google, JDS Uniphase, Microsoft, SAP, and Time Warner.

BASF
The Boeing Company
Dai Nippon Printing
Dentsu
Dowa Electronics Materials
dpiX
EMC Documentum
Fujitsu
GLO-USA
HexaTech
Honda Motor
Intelligent Product Solutions
IHI
Inxight
KDDI R&D Laboratories
Kirtas
LG Innotek
MicroGlyph Systems
Microlytics
Microsoft
Motorola
NEC Corporation
Nomura Research Institute
Nuance
P&G
Panasonic
PlaceWare
Power Assure
Powerset
Samsung
SolFocus
Sony
Spectra Diode Labs
Sun Microsystems
Synoptics
U.S. DARPA
U.S. Department of Defense
U.S. IARPA
U.S. National Institutes of Health
U.S. National Science Foundation
VLSI Technology
Xerox
3Com
We've had the greatest success with clients who:

- Are willing to work with outside partners to co-develop, not just license, technology
- Can share their business need and roadmap prioritization
- Understand risks/rewards of integrating external resources in early-stage technology development
- Value intellectual property and have experience with legal discussions
- Have senior executive commitment or sponsorship

Only PARC brings together a proven culture of innovation, a world-class team with diverse expertise, deep technology experience, and a track record of successful global business partnerships.

Our open innovation business model enables clients to bring their visions to market in ways that reduce risk and generate new revenue streams.

With PARC, possibility is as limitless as your drive to succeed.

"PARC helps enable options and gives companies legs in that ‘middle space’ of innovation... PARC is not only in contact with our business proposition, but they are in contact with the technical value of what we’re providing."

Crysta Metcalf
Manager of Experience Research
Motorola Applied Research Center

"The findings were persuasive and the process was efficient for our needs – we would gladly work with PARC again."

James Mitchell
Vice President
Sun Microsystems R&D program (now Oracle Labs)